

The decision by Sinclair Broadcasting to air an anti-Kerry program on all of its stations during prime time viewing is exactly why it is so dangerous to allow media consolidation. The Sinclair viewing audience makes up 25% of the total viewing audience, which gives Sinclair too much power to wield in a media that saturates everyday life in this country. This allows Sinclair to put its agenda foremost in the public eye with no consequence. The fact that Sinclair is even considering airing "Stolen Honor" during prime time is a clear example of the need for strong media ownership rules – so that one giant corporation does not have the ability to hi-jack 25% of the viewing audience and put forth their own political agenda.